

MEDIA ADVISORY



MEDIA INVITED TO FEAST THEIR EYES ON ENTERTAINMENT DISTRICT'S NEW SPINE

– Entertainment District's Business Improvement Area Launches its 'Master Plan'; Speakers and Site Renderings to Showcase the Future of Downtown Toronto –

ON TUESDAY, JUNE 16 MEDIA ARE INVITED to attend a press conference to celebrate the unveiling of the official Master Plan for Toronto's Entertainment District. Hosted by the Toronto Entertainment District Business Improvement Area (BIA) and councillor Adam Vaughan, attendees will have a chance to see the proposed vision for the area, and also learn why John Street is recognized as the new spine of the Entertainment District.

The Entertainment District is considered the heart of Toronto – a hub that offers world-renowned tourist attractions, including theatres, concert venues, a variety of hotels, restaurants, and thriving nightlife establishments. The Master Plan will build upon the area's current success and help sustain the Entertainment District as a vibrant neighbourhood – both day and night.

The overall vision of the Master Plan, created by BIA members, is to ensure the needs of existing and future businesses, residents, visitors and citizens of Toronto are harmonized within the area's ongoing transformation and revitalization.

WHAT: Unveiling the Entertainment District's Master Plan

WHEN: Tuesday, June 16 at 10:15 AM

WHO: Master plan opening remarks and comments:
Adam Vaughan, Toronto City Councillor, Trinity-Spadina
Janice Solomon, Executive Director, Entertainment District BIA
Various local business owners

WHERE: Atrium, 225 King Street West (at the foot of Duncan Street)

About the Entertainment District Business Improvement Area

Established in 2008, the Toronto Entertainment District Business Improvement Area's (BIA) mandate is to promote, improve, and preserve this dynamic area of Toronto. Benefiting from economic, environmental and social factors driving downtown growth, the Entertainment District is in the midst of a renaissance, firmly establishing itself as a thriving and vibrant district for living, creating, working and entertainment.

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To book an interview or attend the press conference, please contact:

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